

**PARUL UNIVERSITY**  
**FACULTY OF ARTS**  
**B.Arts, Winter 2019 – 20 Examination**

**Semester: 2**  
**Subject Code: 15103153**  
**Subject Name: Orientation to Media Studies**

**Date: 10/12/2019**  
**Time: 10:30 am to 01:00 pm**  
**Total Marks: 60**

**Instructions:**

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page.

**Q.1 Do as directed.****(08)****A. Multiple choice type questions. (Each of 0.5 mark)****1. Vividh Bharati Service is ..... entertainment**

- (a) Informative (b) Serious  
(c) Live (d) Light

**2. Who was the editor of Times of India?**

- (a) Girilal Jain (b) Raja Ram Mohan Roy  
(c) Arnab Goswamy (d) None of these

**3. The ..... Act clamped more control on newspapers.**

- (a) Press Regulations (b) Indian Press  
(c) Press Publications (d) Indian Language Press

**4. Underground Radio was established by leaders of ..... Movement.**

- (a) Civil Disobedience (b) Non-Cooperation  
(c) Quit India (d) Emancipation

**5. Newsreels are generally for .....**

- (a) 1 hour (b) 30 minutes  
(c) 45 minutes (d) 15 minutes

**6. In 1995, the Supreme Court pronounced that the airwaves are .....**

- (a) Private property (b) Saleable  
(c) Public property (d) Constant

**7. ANI stands for .....**

- (a) Asia News Interpretation (b) Asia News International  
(c) African News International (d) Asian Newspaper Institute

**8. Visual radio is a convergent technology that combines radio and .....**

- (a) Videos (b) Photos  
(c) TV (d) Mobile phone

**9. Who announced the first newspaper for publication?**

- (a) William Jones (b) William Woodsworth  
(c) William Bolts (d) William Hicky

**10. .... Is a type of talk show on TV.**

- (a) Interview (b) Discussion  
(c) Panel Discussion (d) All of these

**11. The Chanda Committee recommended setting up of .....**

- (a) Broadcasting Corporation (b) National Broadcast Trust  
(c) Akash Bharati (d) None of the above

**12. What was Raja Ram Mohan Roy's newspaper named?**

- (a) Miratool Times (b) Miratool Akbar  
(c) Miratool Today (d) Persian Akbar

**13. The ..... recommended that the monitoring group should consist of 12 members.**

- (a) Chanda Committee (b) Joshi Working Group  
(c) Verghese Committee (d) All of the above

**14. DTH stands for .....**

- (a) Direct-to-Hotel (b) Dish-to-hall  
(c) Direct-to-Home (d) Dish-to-Home

**15. What does ISBS stand for?**

- (a) Internal State Board Services (b) Indian State Broadcasting Service  
(c) Intermediate Servicing Brand Solutions (d) International State Broadcasting Service

**16. Universal content is certified ..... before broadcasting.**

- (a) U/A (b) U  
(c) A/U (d) A

**B. Answer in short (Each of 01 mark)**

**(07)**

1. What was Hicky's Gazette renamed as?
2. Name the two broad groups under which radio programmes are classified.
3. Who was the editor of Kesari?
4. Where were the first amateur radio clubs established in India?
5. What is the full form of FM?
6. Name any three FM channels.
7. Which papers were banned in the thirties under the press censorship during Emergency?

**Q.2 Answer the following.**

- A. Comment on the power of the press in the current era. **(04)**  
B. Explain what blogs are. How can they be used as a medium of communication? **(04)**  
C. What are reality shows? Explain in detail with relevant examples. **(04)**

**OR**

- C. Write a note on television for national development **(04)**

**Q.3 Answer the following.**

- A. Write a note on community and campus radio. **(05)**  
B. Write a note on television and corporate social responsibility. **(05)**  
C. Comment on the effectivity of internet as a medium of mass communication. **(05)**

**OR**

- C. Write a note on the Indian Press Act. **(05)**

**Q.4 Answer the following.**

- A. Describe the radio genres with relevant examples. **(06)**  
B. Elaborate on the Prasar Bharati Bill 1989. **(06)**  
C. Map the role of the press and how has it changed over the years? **(06)**

**OR**

- C. Analyse the changes in the way mass communication has changed due to advent of technology and internet with its varied platforms. **(06)**